Is the
United Appeal
too big—
or big enough?

BY PETER C. NEWMAN

Larry Henderson: television's most famous face

WHEN THE CONTINENT CAUGHT KLONDIKE FEVER

# **MACLEAN'S**

SEPTEMBER 27 1958 CANADA'S NATIONAL MAGAZINE 15 CENTS





- Calgary bids for Winter Olympics in Banff - Wil arthritics win polic's \$1-milion-a-year?

GIFTS WHAT MARGARET WILL BE



HOUSING DUTLOOK Aparterest rooms going demo WHEN STREET SING OF MINERAL ROOM OF STREET

NEW MUSKES FARMS Newtonestand grows erope in bags / WHI II look to food soccorder in our north?

## BACKSTAGE AT OTTAWA

What's at stake in the commonwealth trade talks



BACKSTAGE WITH CARADA'S AIR DEPENSE

New secol to our under woman? Have my here and studies

Backstage wasse. The Connelius when charging the national chapping below.

Backstade in THEATRE County one apply 5 News how to Shiften

Background

### Requiem for the sack dress

### Three cheers for Mr. Nowlan

### Madthad

- Should an remade our cover? Most say "We?" - Dur "hoted coos" would it trust them to smile?

- Stop making our rivers "highways of sewage"

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### Confederation Life

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For the sake of argument

DR. B. W. SHEPHERD CONTENDS

Too much

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### Relax

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PARTITION & MARKAGERE SEPTEMBER 17, 1909



White recipies Application of the Print Park State of the State of the



The unsolved mystery of Brendan Bracken



















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A RESUMPLY THROUGH THE PETER C. NEWWARD

THIS OCTOBER, by hundred thousand determined and united bands. Descrip the economic almofoun, the

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Are charge provided deducting plans (extensibly value-

And, raid a fact that a gross deal of money in bring

Those who favor the funds assert that they are on

Is the

UNITED APPEAL

too bigor big enough?

SOLD BY IMPERIAL OIL LIMITED AND OTHER LEADING DEALERS EVERYWHERE

HERE ARE SOME OF THE THINGS PEOPLE ON BOTH SIDES SAY ABOUT UNITED APPEALS

"The alternatives—charity by taxation or multiple appeals-are destructive in the long run"

"The appeal has become vague... represented to the public mind by football and talent contexts"

> "It's a shakedown," says a company president. "We give by compassion"

"I found that the majority still prefer the highly organized approach of the community chests"



### The man behind CANADIAN TV'S MOST FAMOUS FACE

A wellern Counterer news each right at 11. Here's a backstage look of the "looks on though he known more





than be's telling". By Christian McCell

to your test mellion clother? Mary the apply we come

"But there is a promoted charger that the whole enterprise will become improved—up to confinent on page 66

### Water Street

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THE P. John Chery

Next Anna could be appeared to







### The street of Carolin Natur Street constraint

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### What I remember most about school

BY BOREST THOMAS ALLEY

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> scripe, the reputery of girls-these are will as clear as the second held





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### KLONDIKE A Madrae's non-amount fluorout

### The strangest gold rush in history

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to pass the rechound approaches to the Klendike. Gold had never pitched men's musiona so both.

and it rever will again





BY PIERRE BERTON

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### "GOLD" was the maps word of the Guy Needles-

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### Sweet & sour

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### the cool old days?

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her touted "her the on year our Dudge D" do wal-

Ex the brokens and First selecteds.



### The Lynwood Bathroom by American-Standard . . . in stunning colours!

"Lanwood" batteroom - the deloar "Corune" and fightlyfoll column above above one seeding White Revenue Assessed Station St. Status D Version Opening





SCOTCH Smart shallable distant

PACKAGE



### Maclean's Movies

NAMED BY CLYDE GRANDER

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Children are happier in a home that has a Hammond Organ



### HAMMOND

ORGAN ... PRINCE'S PROSE PROVIDED STATES

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PLANING GARDS IS PUNI

"One 67th of our nation, at a comparative entirests, is in need of psychiatric attention"



















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## TRAVEL in a <u>Big</u> way...





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### ... and thereby grew a tradition















Should your child be a Mathematician?

HORRIS E SHEPPARD



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New York Life Insurance Company

The New Ford 20th Asset in Four Community, is called Marco Book Foundational Annual Confession of Community





### HOOVER

POLISHER makes mirrors of your floorsmakes other polishers old-fushioned













## TRANSFORM IT WITH CHEERFUL COLOR!













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## WINTERIZE YOUR CAR NOW

### . . . You'll get extra protection and extra service!

Here's when Your lead servement is an expert unto mediated who works but when he has the time to give your oor the cree it need. So when the store logies to by it is his late! When lost marrier advanced schemalified change were stream your loss times arrange on the properties of the control of the common mediated of the comordioaded. So don't want for that formance here up-

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FIRST PRIZE ALE



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### Be Objective . . .





"My ambetion was to bid. Art Sweens, though I had







### They go together! Easy packing Samsonite Travel Bags



cology Abore Crey Sadde Tan Aventure NEW COMMONSTER TRADES, GASES IN THE THE PARTY OF THE PERSON NAMED IN The part of the second of the

with new matching lightweight Travel Casesi











### Always in front...

the reference some of Week & White . . .

A Desirate Annual State BLACK& WHITE SCOTCH WHISKY

## How many

decisive years

do <u>you</u> have

left?

CARNEGIE

MAGAZIAN'S MAGAZINE SERVEMBER IN THE

### Grandpa has the present . . . You look after the future

Loss and presents for favourite grandchildren, that's what grandcassess sec noted for. But you are the head of the family. Your sim in Mr to be common that offers briefly protection at low not cost 'That's



TI DESAUCH OFFICER - ALL IN CANADA

















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Mmmm! So light!

Labatt's PILSENER Charles a seed free well-Edwar

Canadas TVs most famous face

We'd like to emplate Marrow. The elegant he's come: Steam interviews with robots and black?



WHERE DID BAFF MADICON OOT

## Canada at home...





THE CANADA PERMANENT LIE AT COMPANY

### If she's as perfectly proportioned as Miss America...

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she must be a Holland-America ship!



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### You don't need to be wealthy to live well

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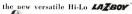
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to the world Appeal too high

of your home!









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for retirement

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## **Parade**

And sometimes a chaser

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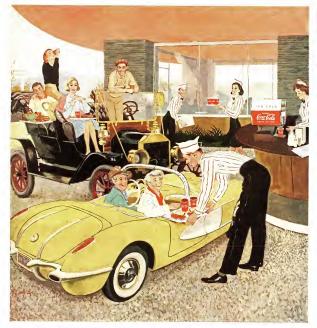
because I know it's 6 years old. I know of no other whisky in its price range to match it - for age or for taste.



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work ? no!



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